

May 16, 2006

Dear Federal Trade Commission:

I started my referral based marketing company in March of 2006. Since then, I have gained confidence when speaking with strangers and pride in myself for having the courage to work for my American Dream.

I appreciate that the FTC has a responsibility to the people to protect them against fraudulent and harmful individuals that pose as a multi level marketing company. Unfortunately, the proposed Business opportunity rule is highly unfavorable to legitimate companies because it negatively impacts direct selling companies.

The seven day rule creates suspicion in the attitude of prospective business owners, causes unnecessary delays in starting a business, and is just impractical to implement. The waiting period will waste unimaginable amounts of time that would best be spent training and teaching the new owner how to make their business successful.

The litigation reporting is unfair because it does not differentiate between winning and losing lawsuits. Furthermore, it would be irrelevant to report all claims regardless of their stature.

Earnings claims are too difficult to keep track of. Legitimate companies would comply, but illegitimate companies would not. This puts undue hardship on direct selling companies that is not fair or manageable.

Finding references for ten people who live close to a prospective distributor is too time consuming. There is not efficient way to keep track of who is living next to a person that is contacted until after the contact is made. Then serious amounts of time would be needed to track down the people for the reference. Most importantly is the theft of identities that this part of the proposal makes easily available. An illegitimate company would just have to pose as a legitimate customer and they would gain access to the identities of people that live near them. This impacts the safety of citizens of the United States that could get someone seriously hurt. Just look at the impact the website MySpace.com has had on minors. Could you imagine what giving legitimate information to strangers as "references" could do?

Finally, I appreciate how the Federal Trade Commission is proposing to protect the average citizen, I just ask that you take a very close look at the impact this will make on the multi-billion dollar direct selling industry. It will devastate this industry and could possibly put hundreds of thousands of people's lives in jeopardy.

Thank You for Your Time,

Donald Brian Cormier